



## *AOT in Action*

### **TOURISM WORKS FOR ARIZONA!**

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

#### **A Message from the Director:**

Good morning.

*"We do not inherit the earth from our ancestors; we borrow it from our children."*

The western United States is one of only a few places in the world that offers such diverse and vast landscapes that leave many people awe-struck by the natural visions they see before them. These dramatic backdrops are enjoyed in Arizona, as well as many of our neighboring states. Because much of the west has such spacious land that millions of visitors want to experience, it has become increasingly important to preserve and protect our natural resources.

To help accomplish this, the Western States Tourism Policy Council (WSTPC) will be hosting the Gateways Conference on December 2 – 4, 2008, at the Hyatt Regency Tamaya Resort on the Santa Ana Pueblo in New Mexico.

The conference, represented by 13 western states, will bring together leaders from gateway communities, tourism and recreation industries, government agencies and the academic community to learn how to work with federal land management agencies to preserve and protect public land resources while expanding and diversifying the visitors and users of those lands

I invite you to attend this event, because as we continue to "borrow this land from our children," the least we can do is learn how to protect these natural wonders for future generations to enjoy.

For more information, please read the *Industry News* section below.

Have a great week.



Margie A. Emmermann  
Director  
Arizona Office of Tourism

## AOT News Flash

### Don't Forget to Sign Up for ATU's Interactive Marketing Workshop!

The Arizona Office of Tourism is proud to present Arizona Tourism University's complimentary workshop **Four Key Pieces to the Interactive Marketing Puzzle**.

The "Four Key Pieces to the Interactive Marketing Puzzle" workshop is an informative and in-depth look at four of the most common interactive / online marketing elements: Search, E-mail, Social and Analytics. Building upon the previous Arizona Tourism University workshop, 'How to Develop an Interactive Marketing Strategy,' this year's workshop will expand upon these 'Four Keys' to provide attendees with real-world examples, tips and tools that can be applied to their current interactive marketing campaigns.

Register now by contacting Meghan Dorn at 602-364-3708 or [mdorn@azot.gov](mailto:mdorn@azot.gov).

**Four Key Pieces to the Interactive Marketing Puzzle** will be held from **9:00 a.m. to Noon** in the following locations:

**Tuesday, October 28** – [White Stallion Ranch](#)

**Thursday, October 30** – [Lowell Observatory](#)

Neither of these dates work with your schedule? Then take advantage of our new online opportunity!

This year, AOT is proud to introduce ATU Online. We will be offering all of our workshops over the Internet in the form of a webinar. These condensed versions will offer the same great information as the workshops. The inaugural class is **Thursday, November 6**. Be sure to register for the class!

### AOT's Research Section has been Updated

The following items have been updated in the Research and Statistics section of AOT's business-to-business Web site [www.azot.gov](http://www.azot.gov).

- [2007 Canadian Visitation- Overall](#)
- [2007 Canadian Visitation- Alberta](#)
- [2007 Canadian Visitation- British Columbia](#)
- [2007 Canadian Visitation- Ontario](#)
- [2007 Overseas Visitation](#)
- [Airport Passenger Volume August 2008](#)
- [National Park Visitation July 2008](#)

For additional information or questions, please contact Beth Billings, Research Specialist, at 602-364-3689 or via e-mail at [bbillings@azot.gov](mailto:bbillings@azot.gov).

## Trippin' with AOT

### French Sales Mission Opportunity

The Arizona Office of Tourism will be conducting a three-day sales mission to France March 16 – 18, 2009. The mission will take place immediately following the International Tourismus Boerse (ITB) in Berlin and will be made up of trade and media appointments, followed by an event in Paris.

AOT has carried out an annual sales mission to France since 2006, which has resulted in an increase of the number of French tour operators featuring Arizona from 64 in 2006 to 74 in 2008, a growth of 15.6 percent. This Mission will once again will be an excellent opportunity to further highlight Arizona to this important and growing European market.

The cost to participate will be: (excluding travel)

- **DMOs:** \$1,500 for the primary delegate / \$500 for the second delegate
- **Suppliers:** \$1,000 for the primary delegate / \$500 for the second delegate

For additional information or a participation form, please contact **Loretta Belonio** at 602-364-3725 or via e-mail at [lbelonio@azot.gov](mailto:lbelonio@azot.gov).

### Arizona Reaches Multiple Travel Trade Segments in Canada

AOT participated in the Discover America Day – Canada in Toronto on September 29. Fred Azouz, AOT's Canadian Marketing Representative and Jennifer Sutcliffe attended this one-day event that offered face-to-face time with top Canadian journalists, tour operators, and other generators of United States travel and consumer interests. Discover America Day – Canada is the only marketplace held in Canada that focuses purely on inbound tourism to the U.S. The event was hosted by the Discover America – Canada Committee, a volunteer organization sanctioned by the Travel Industry Association (TIA) whose focus is on expanding the travel/tourism market from Canada to the United States.

AOT also participated in the Addison Travel Trade Shows in Toronto, London and Montreal, September 29 – October 2. The Addison shows are road shows that target travel agents in various markets. Hundreds of travel agents attend these evening trade shows to obtain information on various destinations and travel product from around the world. AOT distributed planners, maps, the latest Arizona supplement featured in the September issue of Canadian Traveller and fliers promoting the Arizona Accreditation Program (AZAP). For more information, please contact Jennifer Sutcliffe at 602-364-3693 or via e-mail at [jsutcliffe@azot.gov](mailto:jsutcliffe@azot.gov).

## Industry News

### SAVE the DATE: WSTPC Hosts Gateways Conference December 2-4

The Western States Tourism Policy Council (WSTPC), a collection of 13 western state tourism offices, is hosting its Gateways Conference, "Gateways Today: Balancing Conservation and Community in an Age of Diversity, Change and Challenge." This conference will take place

December 2 - 4, at the Hyatt Regency Tamaya Resort on the Santa Ana Pueblo in New Mexico. During this two-day event, leaders from gateway communities, the tourism and recreation industry, government and the academic community will learn about working with the federal land management agencies to preserve and protect public land resources while expanding and diversifying the visitors and users of those lands.

The registration and program information is available on the conference [Web site](#). Early Bird Registration is \$295 and expires on **October 31**. Registration occurring after that date will be \$345.00.

### **TIA President to Speak in Phoenix October 22, 2008**

Roger Dow, President & CEO of the Travel Industry Association and former SVP Global Sales for Marriott, will share insights on the relatively unknown fact that the world pie of global travel is rapidly growing, while America's slice is shrinking. The negative impact on the U.S. economy since 2000 has been \$137 billion and 229,000 jobs. Combine this with the U.S. domestic air travel system in crisis and the outlook is not encouraging for business. In his presentation, "American's 'on sale' – so why aren't overseas travelers beating down our doors," Mr. Dow will discuss current market conditions, future travel industry trends and what can be done to turn the situation around. With travel and tourism being such a major part of Arizona's economy and affecting so many businesses, you won't want to miss this!

The presentation, sponsored by the Economic Club of Phoenix, will be at the Arizona Biltmore, Wednesday, October 22. Registration begins at 11:30 a.m. with the program beginning at noon. For more information, visit <http://wpcarey.asu.edu/ecp/>.

### **Staycations: Get the Facts and More at TIA's Marketing Outlook Forum**

The Staycations being planned by U.S. travelers this year may be homebased, but they certainly are not homebound. Additionally, the economy and other factors are not keeping as many people home as anticipated. According to a recent survey of 2,231 U.S. adults, 75 percent said that they are planning a leisure trip during the next six months, while only nine percent said that they are planning staycations over the same period. But of those staying local, nearly 25 percent are planning to stay at a hotel, motel or resort during their staycations and will likely become backyard tourists, visiting nearby sites, theme parks and other attractions. These results from the Travel Industry Association/Ypartnership travelhorizons survey is a preview of the valuable information that will be presented during TIA's Marketing Outlook Forum on October 27-30, 2008 in Portland, Oregon.

During two full days, more than 50 of the travel industry's leaders will address changes in the travel, offer predictions about the future, and provide practical insight in where to look for new markets of opportunity. Plus, all attendees will receive free admittance to two professional development workshops being conducted by the Walt Disney Parks and Resorts research team on October 30. An early bird registration rate is available through September 12. For the complete schedule and to register, go to [www.tia.org/mof](http://www.tia.org/mof).